

Multiplexing will enable us to expand programming in a great cost-effective way to increase services to meet underserved listener needs. We can use existing jazz programming in expanded fashions and we will be able to develop new, more varied and diverse programming formats whose appeal may be more targeted and defined. Very significant efficiencies will be realized compared to acquiring additional frequencies and the savings can be directed to enriched programming. Public stations like KPLU are in a advantaged position to be of more service because of their proven track record of providing unique alternative programming not available on commercial stations. We will also be able to generate more revenue to fund these additional activities. In Seattle/Tacoma as General Manager of KPLU I (Martin J. Neeb) and my staff are counting on you folks at the FCC to protect and enhance our importnt public services through authorization of a supplemental audio channel. Thank you!